

### IN THE CLAIMS

This listing of claims replaces all prior listings:

1. (Currently Amended) An information transmission/reception system comprising:
  - a transmission unit which generates and sends out a transmission signal containing a commercial message;
  - a detailed information furnishing unit which furnishes detailed information related to said commercial message including air time, frequency and channel information;
  - a database unit for registering access site information corresponding to said detailed information furnishing unit;
  - an access site information furnishing unit which determines whether access site information corresponding to said detailed information furnishing unit is registered in the database unit, and furnishes said access site information if said access site information has been registered in the database unit; and
  - a signal processing unit including
    - (1) a detecting section for detecting said commercial message from said transmission signal sent out from said transmission unit,
    - (2) a first connecting section for connecting to said access site information furnishing unit,
    - (3) a first acquisition section for acquiring the access site information corresponding to the commercial message detected by said detecting section from the access site information furnishing unit connected to said first connecting section,
    - (4) a second connecting section for connecting to said detailed information furnishing unit based on an information unit identified by an access site address included in the access site information acquired by said first acquisition section, and
    - (5) a second acquisition section for acquiring the detailed- further information related to the commercial message from the information unit based on the air time, frequency and channel of the commercial message detected by said detecting section from the detailed information furnishing unit connected to said second connecting section.

2. (Cancelled)

3. (Previously Presented) The information transmission/reception system according to claim 1 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

4. (Original) The information transmission/reception system according to claim 1 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

5. (Currently Amended) An information processing apparatus comprising:  
a reception section for receiving a transmission signal containing a commercial message;  
a detection section for detecting said commercial message from the transmission signal received by said reception section;

a database section for registering at least the commercial message and access site information corresponding to a detailed information furnishing unit which furnishes detailed information related to said commercial message;

a first connecting section for connecting to an access site information furnishing unit for determining whether access site information corresponding to the detailed information furnishing unit has been registered in the database section, and for furnishing the access site information and the detailed information related to said commercial message if the access site information has been registered in the database section;

a first acquisition section for acquiring the access site information corresponding to the commercial message detected by said detecting section from said access site information furnishing unit connected to said first connecting section;

a second connecting section for connecting to an information unit identified by an access site address included in the access site information acquired by said first acquisition section; and  
a second acquisition section for acquiring further the detailed information related to said commercial message from the information unit based on the air time, frequency and channel of the commercial message detected by said detecting section from the detailed information furnishing unit connected to said second connecting section.

6. (Cancelled)

7. (Previously Presented) The information processing apparatus according to claim 5 further comprising:

a storage unit for storing said commercial message detected by said detecting section;  
a browsing unit for browsing a plurality of said commercial messages stored in said storage unit as necessary; and

a retrieving unit for retrieving a desired commercial message from said plurality of the commercial messages stored in said storage unit.

8. (Previously Presented) The information processing apparatus according to claim 5 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

9. (Original) The information processing apparatus according to claim 5 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

10. (Currently Amended) An information processing apparatus comprising:

a database section for registering at least a commercial message sent out as a transmission signal, and access site information corresponding to detailed information furnishing unit which finishes detailed information related to said commercial message;

a reception section for receiving the transmission signal containing said commercial message;

a detection section for extracting said commercial message from the transmission signal received by said reception section and for detecting transmission time of said commercial message in said transmission signal and a frequency ~~or~~ and a transmission channel of said transmission signal;

database referencing unit for referencing said commercial message registered in said database section, based on said commercial message detected by said detecting section, and for correlating said commercial message registered in said database section and the transmission

time and the frequency or the transmission channel of said transmission signal with said access site information; and

access site information furnishing unit for determining whether said access site information has been registered, and for furnishing said access site information if said access site information has been registered;

an information unit for acquiring further information related to said commercial message based on the air time, frequency and channel of the transmission signal.

11. (Previously Presented) The information processing apparatus according to claim 10 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

12. (Original) The information processing apparatus according to claim 10 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

13. (Currently Amended) An information transmission/reception system comprising:  
detailed information furnishing unit for furnishing detailed information related to a commercial message;

a database unit for registering at least the commercial message and access site information corresponding to detailed information furnishing unit which finishes detailed information related to said commercial message;

a reception section for receiving the transmission signal containing said commercial message

transmission unit for generating and sending out a transmission signal containing said commercial message and access site information corresponding to said detailed information furnishing unit if said access site information has been registered;

signal processing unit including a detecting section for detecting said commercial message and the access site information corresponding to said commercial message from said transmission signal sent out from said transmission unit, a connecting section for connecting to said an information unit identified by an access site address included in the access site

~~information detailed information furnishing unit based on said commercial message and the access site information detected by said detecting section and an acquisition section for acquiring the detailed information related to said commercial message detected by said detecting section from said detailed information furnishing unit information unit based on the air time, frequency and channel of the commercial message retrieved from the access site information connected to said connecting section; and~~

access site information furnishing unit for determining whether said access site information has been registered, and for furnishing said access site information if said access site information has been registered.

14. (Previously Presented) The information transmission/reception system according to claim 13 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

15. (Original) The information transmission/reception system according to claim 13 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

16. (Currently Amended) An information processing apparatus comprising:  
a reception section for receiving a transmission signal containing a commercial message and access site information corresponding to ;  
a database section for registering at least the commercial message, and the access site information;

a detecting section for detecting said commercial message and the access site information from the transmission signal received by said reception section;

a connecting section for connecting to ~~said detailed information furnishing an information unit based on said commercial message and an information unit address included in the access site information detected by said detecting section; and~~

an acquisition section for acquiring the detailed information related to said commercial message detected by said detecting section from the ~~detailed information furnishing unit~~

information unit based on the air time, frequency and channel of the commercial message  
connected to said connecting section,

wherein,

the ~~detailed information furnishing unit~~ information unit furnishes detailed information related to said commercial message if said access site information has been registered in the database.

17. (Previously Presented) The information processing apparatus according to claim 16 comprising:

a storage unit which stores said commercial message detected by said detecting section;  
a browsing unit which browses a plurality of said commercial messages stored in said storage unit as necessary; and

a retrieval unit which retrieves a desired commercial message from said plurality of the commercial messages stored in said storage unit.

18. (Previously Presented) The information processing apparatus according to claim 16 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

19. (Original) The information processing apparatus according to claim 16 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

20. (Currently Amended) A method for transmitting/receiving information comprising the steps of:

providing detailed information related to a commercial message;  
generating and sending out a transmission signal containing said commercial message;  
detecting said commercial message from said transmission signal sent out;  
determining whether access site information corresponding to said detailed information is registered in a database unit which stores access site information; and

if it is determined that said access site information has been registered:

providing said access site information;

acquiring the access site information corresponding to the detailed information related to said commercial message based on said detected commercial message; and  
acquiring the detailed information related to the detected commercial message ~~based on the acquired access site information~~ from the information unit based on the air time, frequency and channel of the commercial message.

21. (Previously Presented) The method for transmitting/receiving the information according to claim 20 further comprising the steps of:

detecting transmission time of said commercial message in said transmission signal and a frequency or a transmission channel of said transmission signal; and

acquiring said access site information based on the detected transmission time of said commercial message and the detected frequency or the transmission channel of said transmission signal.

22. (Previously Presented) The method for transmitting/receiving the information according to claim 20 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

23. (Original) The method for transmitting/receiving the information according to claim 20 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

24. (Previously Presented) An information processing method comprising the steps of:

receiving a transmission signal containing a commercial message;  
detecting said commercial message from the received transmission signal;  
determining whether access site information corresponding to said detailed information has been registered in a database unit; and

if it is determined that said access site information has been registered:

connecting to access site information furnishing unit for furnishing access site information corresponding to detailed information furnishing unit for furnishing detailed information related to said commercial message;

acquiring the access site information corresponding to the detected commercial message from the connected access site information furnishing unit;  
connecting to said detailed information furnishing unit based on the acquired access site information; and

acquiring the detailed information related to the detected commercial message from the connected access site information furnishing unit.

25. (Previously Presented) The information processing method according to claim 24 further comprising the steps of:

detecting transmission time of said commercial message in said transmission signal and a frequency or a transmission channel of said transmission signal;

connecting to said access site information furnishing unit; and

acquiring said access site information corresponding to the detected transmission time of said commercial message and the detected frequency or transmission channel of said transmission signal.

26. (Previously Presented) The information processing method according to claim 24 further comprising the steps of:

storing the detected commercial messages;

browsing a plurality of the stored commercial messages as necessary; and

retrieving desired commercial messages from the plurality of stored commercial messages.

27. (Previously Presented) The information processing method according to claim 24 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

28. (Original) The information processing method according to claim 24 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

29. (Currently Amended) An information processing method comprising the steps of:



registering at least a commercial message sent out as a transmission signal and access site information corresponding to detailed information furnishing unit which furnishes detailed information related to said pre-set signal in a database unit;

receiving the transmission signal containing said commercial message;

extracting said commercial message from the received transmission signal and detecting transmission time of said commercial message and a frequency or a channel of said transmission signal;

referencing said registered commercial message based on the extracted commercial message and correlating the transmission time of said registered commercial message and the frequency or channel of said transmission signal with said access site information; and

determining whether said access site information has been registered in the database unit, and furnishing said access site information if said access site information has been registered,

connecting to ~~said detailed information furnishing unit~~ an information unit based on the detected commercial message and the detected access site information detected; and

acquiring the detailed information related to the detected commercial message from the connected ~~detailed information furnishing unit~~ information unit based on the air time, frequency and channel from said transmission signal.

30. (Previously Presented) The information processing method according to claim 29 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

31. (Original) The information processing method according to claim 29 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

32. (Currently Amended) An information transmitting/receiving method comprising the steps of:

providing detailed information related to commercial message;

registering access site information corresponding to said detailed information in a database unit;

generating and sending out a transmission signal containing said commercial message and said access site information corresponding to said detailed information;

detecting said commercial message and the access site information corresponding to said commercial message from said sent out transmission signal; and

acquiring the detailed information related to said detected commercial message based on said detected commercial message and the air time, frequency and channel of the commercial message retrieved from said access site information.

33. (Previously Presented) The information transmitting/receiving method according to claim 32 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

34. (Original) The information transmitting/receiving method according to claim 32 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

35. (Currently Amended) An information processing method comprising the steps of:  
receiving a transmission signal containing a commercial message and access site information corresponding to detailed information furnishing unit for furnishing detailed information related to said commercial message if said access site information has been registered in a database unit;

detecting said commercial message and the access site information including the air time, frequency and channel from said transmission signal received by said receiving section;

connecting to ~~said detailed information furnishing unit~~ an information unit based on the detected commercial message and the detected access site information detected; and

acquiring the detailed information related to the detected commercial message from the connected ~~detailed information furnishing unit~~ information unit based on the air time, frequency and channel from said transmission signal.

36. (Previously Presented) The information processing method according to claim 35 further comprising the steps of:

storing said detected commercial message;

browsing a plurality of said stored commercial messages as necessary; and  
retrieving a desired commercial message from the plurality of said commercial messages.

37. (Previously Presented) The information processing method according to claim 35 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

38. (Original) The information processing method according to claim 35 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

39. (Previously Presented) The information transmission/reception system according to claim 1 wherein the detecting section detects said commercial message from said transmission signal sent based on at least one transmission property of said commercial message.

40. (Previously Presented) The information transmission/reception system according to claim 39 wherein the at least one property includes one of a time duration of the commercial message, a sound volume of the commercial message, or image switching in the commercial message.